



WCPO

wcpo.com
kypost.com

ORDER

Print Date 08/07/12

Page 1 of 4

Flight Dates 08/08/12-08/14/12

Contract / Revision 307135 /

Original Date / Revision
08/06/12 08/06/12

Advertiser RNC-Romney / Republican /

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Candidate. RNC Romney 08.08-08.

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 11

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	142	\$85,595.00	\$100,700.00	0.00	07/30/12	08/14/12	142	\$85,595.00	\$100,700.00
Totals	142	\$85,595.00	\$100,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/08/12	08/14/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		4				\$400.00		0.00			
		Week: 08/13/12	08/19/12	MT-----		4				\$400.00		0.00			
N 2	WCPO	08/08/12	08/14/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		6				\$800.00		0.00			
		Week: 08/13/12	08/19/12	MT-----		4				\$800.00		0.00			
N 3	WCPO	08/08/12	08/14/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	6	\$260.00	P-3	0.00	NM	10	\$2,600.00



WCPO

Print Date: 08/07/12

Page 2 of 4

wcpo.com
kypost.com

Contract / Revision 307135 Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:20:00

Advertiser RNC-Romney / Republican Product Candidate. RNC Romney 0 Estimate # Order # 11

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$260.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					4	\$260.00		0.00			
N 4	WCPO	08/08/12	08/14/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$500.00	P-1	0.00	NM	5	\$2,500.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					3	\$500.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					2	\$500.00		0.00			
N 5	WCPO	08/08/12	08/14/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$350.00	P-3	0.00	NM	11	\$3,850.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$350.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					5	\$350.00		0.00			
N 6	WCPO	08/08/12	08/14/12	M-F 3-4p	CM	3-4p	MTWTF--	:30	3	\$550.00	P-1	0.00	NM	5	\$2,750.00
				M-F 3-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					3	\$550.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					2	\$550.00		0.00			
N 7	WCPO	08/08/12	08/14/12	M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	6	\$500.00	P-3	0.00	NM	10	\$5,000.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$500.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					4	\$500.00		0.00			
N 8	WCPO	08/08/12	08/14/12	M-F 5-530p News	CM	5-530p	MTWTF--	:30	6	\$600.00	P-3	0.00	NM	10	\$6,000.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$600.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					4	\$600.00		0.00			
N 9	WCPO	08/08/12	08/14/12	M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	10	\$7,500.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$750.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					4	\$750.00		0.00			
N 10	WCPO	08/08/12	08/14/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	6	\$850.00	P-2	0.00	NM	10	\$8,500.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$850.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					4	\$850.00		0.00			
N 11	WCPO	08/08/12	08/14/12	M-F 7-730p	CM	M-F 7-730p	MTWTF--	:30	6	\$1,600.00	P-1	0.00	NM	10	\$16,000.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$1,600.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					4	\$1,600.00		0.00			
N 12	WCPO	08/08/12	08/14/12	M-F 730-8p	CM	M-F 730-8p	MTWTF--	:30	6	\$1,600.00	P-1	0.00	NM	10	\$16,000.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--					6	\$1,600.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					4	\$1,600.00		0.00			
N 13	WCPO	08/08/12	08/14/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	3	\$900.00	P-2	0.00	NM	6	\$5,400.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF-S					4	\$900.00		0.00			



WCPO

Print Date: 08/07/12

Page 3 of 4

wcpo.com
kypost.com

Contract / Revision 307135 Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:20:00

Advertiser RNC-Romney / Republican Product Candidate. RNC Romney 01 Estimate # Order # 11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	08/08/12	08/14/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	3	\$900.00	P-2	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$900.00		0.00			
N 14	WCPO	08/08/12	08/14/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--					3	\$400.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					2	\$400.00		0.00			
N 15	WCPO	08/08/12	08/14/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--					3	\$200.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					2	\$200.00		0.00			
N 16	WCPO	08/08/12	08/14/12	Friday Prime Special Friday Prime Special	CM	20/20 (9:00 PM-11:00 PM)	----F--	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--					1	\$1,800.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 17	WCPO	08/08/12	08/14/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$250.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 18	WCPO	08/08/12	08/14/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$400.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 19	WCPO	08/08/12	08/14/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$500.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 20	WCPO	08/08/12	08/14/12	SA 6-7p News SA 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$600.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 21	WCPO	08/08/12	08/14/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$600.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 22	WCPO	08/08/12	08/14/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$300.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 23	WCPO	08/08/12	08/14/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

